

## Message Text

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 DOTE-00 CIAE-00 INR-07 NSAE-00

PA-02 PRS-01 /030 W

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P R 111802Z SEP 75

FM AMEMBASSY LONDON

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC PRIORITY 4666

DOD WASHDC

HQ USAF SAFGC

CNO

FAA WASHDC

FAA BRUSSELS

USIA WASHDC

DA WASHDC

UNCLAS LONDON 14086

DOD FOR DSAA, LA, ISA, PA; USAF FOR XD, RD, LG; CNO FOR  
OPS 63.

E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: US PARTICIPATION FARNBOROUGH INTERNATIONAL  
AIR SHOW SEPTEMBER 1976

REF: LONDON 11513, LONDON A-1014, DEC. 19, 1974

1. I WISH TO EMPHASIZE THE IMPORTANCE I ATTACH TO SUB-  
STANTIAL AND SUCCESSFUL U.S. PARTICIPATION IN THE  
FARNBOROUGH INTERNATIONAL AIR SHOW IN 1976. IN THE  
REFERENCE TELEGRAM WE OUTLINED OUR PROPOSAL FOR USG  
PARTICIPATION IN THE 1976 AIR SHOW WHICH WE BELIEVE WILL  
BUILD ON THE CONSIDERABLE SUCCESS ACHIEVED IN 1974 (SEE  
REFERENCE AIRGRAM). THE 1974 SHOW WAS PREPARED AND  
MANAGED BY AN EMBASSY TEAM, WHICH THROUGH HARD WORK AND  
CLOSE COOPERATION, WAS RESPONSIBLE FOR A SUCCESSFUL SHOW.  
TRADE CENTER STAFF PLAYED CENTRAL ROLE. IN PARTICULAR,  
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WE WERE FORTUNATE IN BEING ABLE TO RELY ON THE EXPERI-

ENCE AND EXPERTISE OF TRADE CENTER DIRECTOR CHARLES SHAW, WHO COMBINED CONSIDERABLE SKILLS IN MANAGEMENT AND DESIGN WITH A LONG EXPERIENCE IN TRADE FAIRS AND MAJOR AIR SHOWS. WE BELIEVE THE SAME TEAM, AUGMENTED BY ADDITIONAL PERSONNEL REQUESTED IN REFTTEL, COULD BETTER THE 1974 RECORD.

2. IT IS INCONCEIVABLE TO ME THAT U.S. WOULD NOT PARTICIPATE IN THIS MAJOR AIR SHOW, WHICH PROMOTES ONE OF OUR PRINCIPAL EXPORTS, IS ORGANIZED BY OUR PRINCIPAL ALLY, AND TAKES PLACE IN OUR BICENTENNIAL YEAR. HOWEVER, TIME IS GROWING SHORT, AND UNLESS WE CAN BEGIN WORK SOON, WITH THE EMBASSY TEAM DESCRIBED ABOVE AND ASSURANCE OF REQUESTED COMMERCE SUPPORT, WE SHALL NOT BE ABLE TO MOUNT THE KIND OF SHOW U.S. INDUSTRY AND EXPORTERS DESIRE. HENCE I WOULD APPRECIATE AN EARLY AND FAVORABLE RESPONSE TO THE REFERENCE TELEGRAM.

RICHARDSON

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